



April 5, 2017

Press Release

bitFlyer, Inc.

Notice regarding Bitcoin payment service for BIC CAMERA

bitFlyer, Inc., Japan's largest* Bitcoin and Blockchain company (Headquarters: Minato-ku, Tokyo; CEO: Yuzo Kano; hereafter "this company") would like to notify you that it will begin providing BIC CAMERA, Inc. (HQ: Toshima-ku, Tokyo; CEO: Hiroyuki Miyajima; hereafter "BIC CAMERA") with payment services using the virtual currency Bitcoin starting Friday, April 7th, 2017.



業界初!
※京電業界において2017年4月時点 当社調べ

bitFlyer

bitcoin

ビックロ ビックカメラ・有楽町店にて
BICQLO BIC CAMERA 新宿東口店 BIC CAMERA 有楽町店
BICQLO BIC CAMERA Shinjuku East Store BIC CAMERA Yurakucho Store

使えます。
可以用于结算。
Can be used for payment.

ビットコインのご利用上限は**1会計につき10万円相当分まで**となります。
(他の決済方法との併用は可能です。)
使用比特币付款的情况下,每次结账最多用10万日元,可以和其他支付方式一起使用。
You can use Bitcoin at most 100,000 yen for one payment. Other payment methods can be used with Bitcoin together.

もちろん
ポイントカードで
現金払いと同率の **10%** ポイントサービス
※10%ポイントサービス適用の場合
BIC CAMERA POINT CARD

BIC CAMERA POINT CARD 通常可換取10%の積分 Getting 10% points generally.
※10%ポイントサービス適用の場合
BIC CAMERA POINT CARD

ビックカメラ BIC CAMERA

BIC CAMERA offers the widest variety of payment options in the electronics retail industry, including payment using Suica electronic money. In anticipation of the spread of Bitcoin throughout Japan after the enforcement of the recently revised Act on Settlement of Funds, as well as the use of Bitcoin settlement by tourists from abroad, BIC CAMERA has decided to conduct a trial of this company's Bitcoin settlement service.

*This company has the largest monthly Bitcoin transaction volume, the largest number of customers, and the largest amount of capital in Japan (As of the end of February 2017. Investigations by Seed Planning, Inc. [Share investigation of the Bitcoin transaction volume of virtual currency exchanges, February 2017] and this company).

Summary of Bitcoin payment services for BIC CAMERA

Start date: Friday, April 7th, 2017

Target stores: BIC CAMERA Yurakucho Store, BICQLO BIC CAMERA Shinjuku East Store

Payment limit: Bitcoin equivalent of ¥100,000 per payment

BIC Point distribution rate: The same rate as for cash

About the "BIC CAMERA x bitFlyer Payment Service Double Promotion"

To celebrate the beginning of bitFlyer's payment service at BIC CAMERA bitFlyer is holding a double promotion.



The first 200 customers to use "bitFlyer Wallet" for iOS to make payments in Bitcoin at the BIC CAMERA Yurakucho Store or the BICQLO BIC CAMERA Shinjuku East Store during the campaign period will receive the equivalent of ¥500 in Bitcoin. Also, of customers who register for easy in-store payments with "bitWire SHOP 2.1" during the campaign period, 200 names will be drawn to receive the equivalent of ¥500 in Bitcoin.

Promotion period

Friday, April 7, 2017 10:00 AM to Wednesday, April 19 11:59 PM

About the bitFlyer Wallet iOS app

This iOS app allows you to easily and safely use bitFlyer, Japan's largest¹ Bitcoin exchange platform, to send, receive, purchase, make transactions with, and save Bitcoin. Go to the app download page here, or scan the QR code on the right. Please use this app.



About BIC CAMERA

BIC CAMERA is a home appliance retailer with large stores in good locations in front of stations, mainly in the Tokyo metropolitan area. With the second highest sales in the industry, it also has subsidiaries such as the roadside store company Kojima, the computer support business Sofmap, and Nippon BS Broadcasting, which manages one of BS channels. It is also committed to omnichannel retail, and manages the online shopping website BIC CAMERA .com.

About bitFlyer

bitFlyer is the largest Bitcoin and blockchain company in Japan, receiving venture capital from companies such as SMBC Venture Capital, Dai-ichi Life Insurance, Mizuho Capital, Mitsubishi UFJ Capital, Mitsui Sumitomo Insurance Venture Capital, Recruit, GMO Venture Partners, QUICK, Dentsu Digital Holdings, Venture Labo Investment, and SBI Investment. They are working on innovations through the development of Bitcoin and blockchain technologies in the fintech industry and operate bitFlyer, a comprehensive Bitcoin platform that provides a Bitcoin market and exchange, Bitcoin payment services, Bitcoin advertising services, and more. They are also involved in the research and development of new services that utilize blockchain technology as well as blockchain inspection and analysis.

Company introduction video: <https://youtu.be/9FZn5XwQKLY>

Company-developed blockchain technology “miyabi” introduction video:
<https://youtu.be/SxHZI08yhZ0>

Corporate site: <https://bitflyer.jp/>

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